

FIG.1

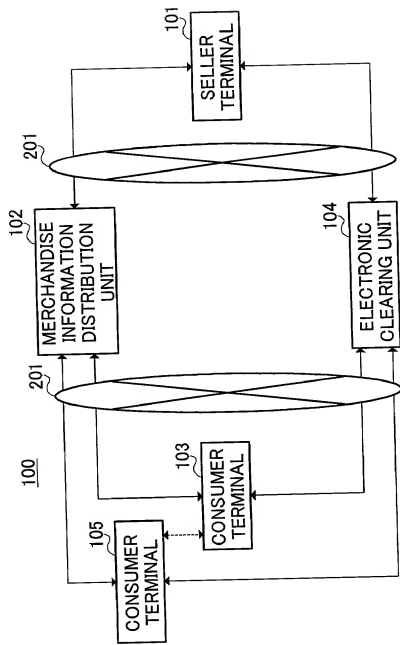


FIG.2



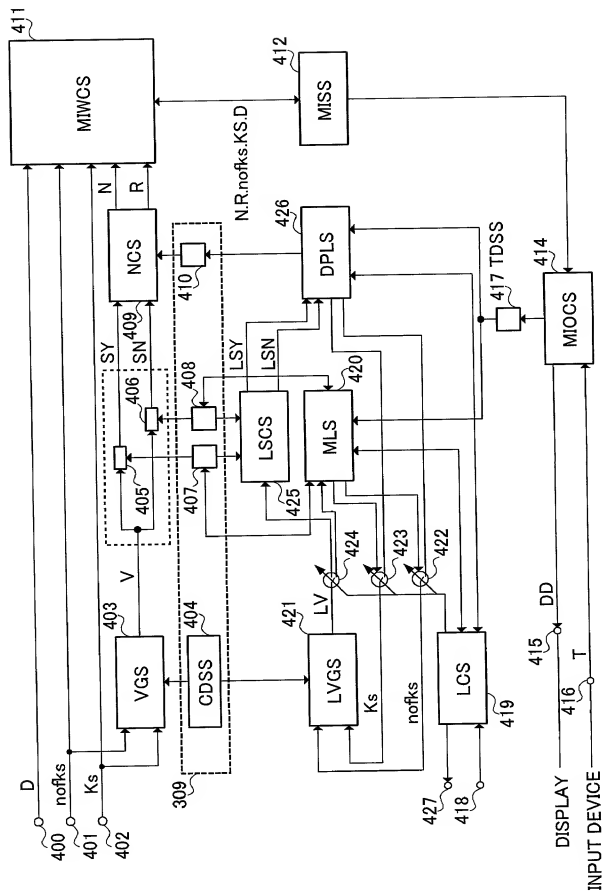


FIG.4

NUMBER	KEYWORD	CODE DICTIONARY SIGN
1	AAA(SELLER ID)	00000
2	BBB(SELLER ID)	00001
3	A00(MERCHANDISE ID)	00010
4	B00(MERCHANDISE ID)	00011
5	SHIRT	00100
6	LONG SLEEVES	00101
7	SHORT SLEEVES	00110
8	PANTS	00111
9	JEANS	01000
10	CHINO PANTS	01001
11	SKIRT	01010
12	LONG	01011
13	SHORT	01100
14	¥5,000～¥10,000	01101
15	¥10,000～¥15,000	01110

FIG.5

NUMBER	KEYWORD	SCORE (POSITIVE)	SCORE (NEGATIVE)
1	AAA(SELLER ID)	8	1
2	BBB(SELLER ID)	1	5
3	A00(MERCHANDISE ID)	5	3
4	B00(MERCHANDISE ID)	0	3
5	SHIRT	4	1
6	LONG SLEEVES	0	0
7	SHORT SLEEVES	4	0
8	PANTS	1	3
9	JEANS	0	0
10	CHINO PANTS	0	2
11	SKIRT	3	0
12	LONG	0	0
13	SHORT	0	0
14	¥5,000～¥10,000	1	0
15	¥10,000～¥15,000	0	0

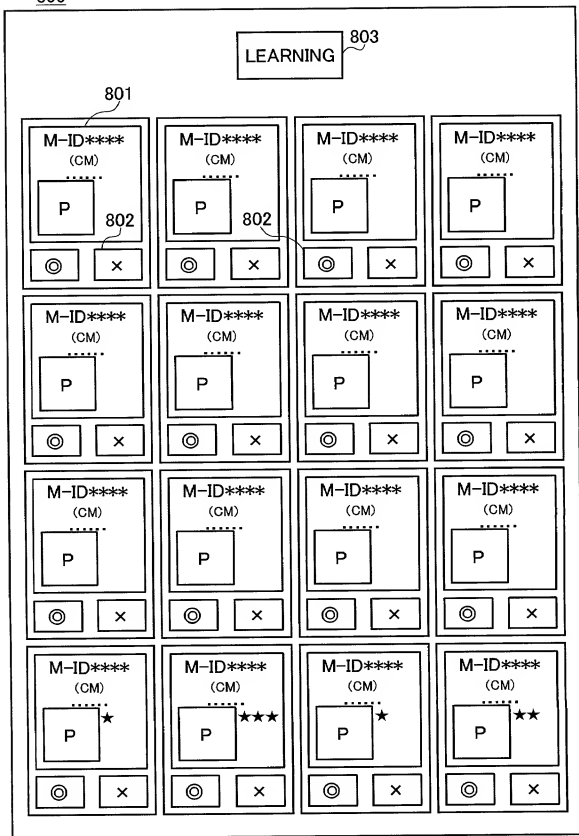
FIG.6

RANK	MERCHANDISE INFORMATION	NECESSITY SIGNAL N
1	④	16
2	①	12
3	②	11
4	③	0
5	⑤	-1

FIG.7

00985736.110601

800



M-ID : MERCHANDISE ID  
 CM : CHARACTERISTICS OF MERCHANDISE  
 P : PHOTOGRAPH

FIG.8



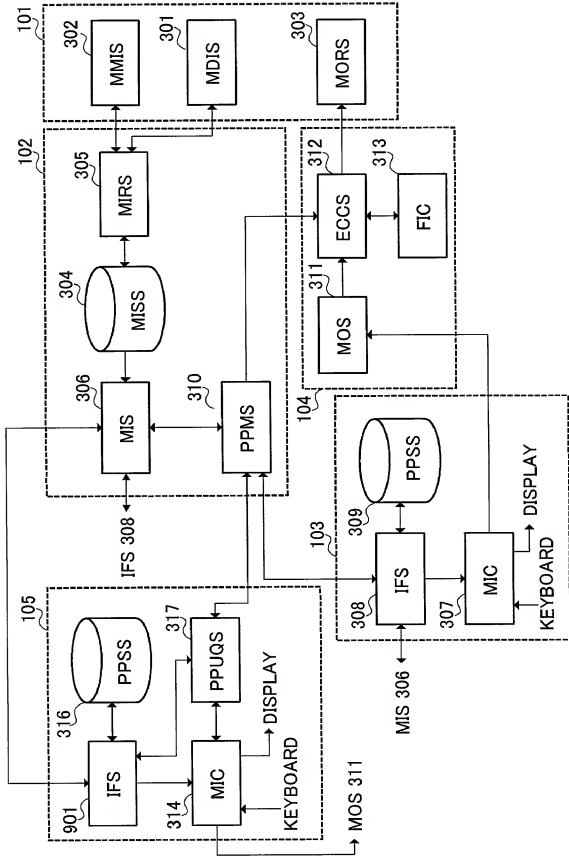


FIG.9

RANK	MERCHANDISE INFORMATION	NECESSITY SIGNAL Na	NECESSITY SIGNAL Nb	TOTAL (Na+Nb)
1	①	12	20	32
2	④	16	14	30
3	③	0	13	13
4	②	11	0	11
5	⑤	-1	-1	-2

FIG.10

RANK	MERCHANDISE INFORMATION	NECESSITY SIGNAL Na	NECESSITY SIGNAL Nb	INDICA- TION
1	④	16	14	○ ○ ○○○
2	①	12	20	○○ ○○
3	②	11	0	
4	③	0	13	○ ○ ○○○
5	⑤	-1	-1	•

FIG.11